

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

Retail Access Optimization Initiative, 2011

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Docket No. N2011-1

VALPAK DIRECT MARKETING SYSTEMS, INC.
NOTICE OF INTERVENTION
(August 10, 2011)

Valpak Direct Marketing Systems, Inc. (hereinafter "VDMS"), an affiliate of Cox Target Media, Inc., hereby files its Notice of Intervention as a full participant in the above-captioned proceeding pursuant to Rule 20 of the Rules of Practice and Procedure, 39 CFR section 3001.20, and Commission Order No. 778.

VDMS is a substantial user of Standard Mail, as well as other classes of mail.

Service of documents relating to this proceeding should be made on each of the following:

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VDMS has an interest in the issues raised by the Postal Service's request and the procedures employed in its consideration and any advisory opinion issued by the Commission.

Respectfully submitted,

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